

**Notice of References Cited**

Application/Control No.

09/472,666

Applicant(s)/Patent Under  
Reexamination  
THOMAS, KEITH C.

Examiner

M Kemper

Art Unit

2165

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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6160570	12-2000	Sitnik	348/1
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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	O					
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	No Author, "Virtual Ads, Real Problems" Advertising Age, 5/24/99, p. 30
	V	Freeman, "Eyemark Expands Virtually" Mediaweek, v. 9, n.7, 2/15/99, p. 9(1)
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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	U	No Author, "Special FX Marketing" US Distribution Journal, v. 226, n. 3, p. 6, 5/1999
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